# City of Lafayette Staff Report

**To:** Mayor Tatzin and City Council Members

**From:** Christine Sinnette, Senior Planner

**Date Written:** June 10, 2009

**Meeting Date:** June 22, 2009

**Subject:** Consideration of request from Contra Costa Certified Farmers' Markets, Inc. to use Lafayette Plaza for a farmers' market pilot program

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On June 8, 2009, the City received a letter from the Contra Costa Certified Farmers' Markets, Inc. (CCCFM) requesting the use of Lafayette Plaza for an evening farmer's market pilot program to take place on Friday, August 21 and 28, and Thursday, September 3, 10, and 17 (see attached letter.) In reviewing this request, the City Council may want to consider the following two policy issues:

1. Should the City approve the use of Lafayette Plaza for this pilot program; and if so,

2. Should the City be a sponsor for this event? In co-sponsoring the pilot program, one of the goals of the Environmental Task Force Local Foods Sub-Committee would be achieved and the city would receive economic benefit. As co-sponsor, the City would incur costs related to insurance, street closure, and cleanup.

**Recommendation**

Consider and direct staff.

**Attachments**

Letter from Contra Costa Certified Farmers' Markets, Inc., dated June 4, 2009

Contra Costa Certified Farmers' Markets, Inc.
FEIN 680063140

CCCFM, INC.
P.O. BOX 23727, PLEASANT HILL, CA 94523 - 0727
PH 925.431.8361 FAX 925.228.5080
WWW.CCCFM.ORG

| TO | NAME |
|---|---|
| | FEDERIGHI |
| | ANDERSON |
| | AUDURI |
| | ANDERSSON |
| | TATZIN |
| | CITY MANAGER |
| | ADMIN. SVCS DIR. |
| | COMM. DEV. DIR. |
| | PLNG. SVCS. MGR. |
| | ENGRG. SVCS. MGR. |
| | PUB. WORKS MGR. |
| | PARKS & REC. DIR. |
| | FINANCIAL SVC. MGR. |
| | POLICE SVCS. MGR. |
| | ATTORNEY |
| | CITY CLERK |

RECEIVED
JUN 10 2009
CITY OF LAFAYETTE

June 8, 2009

City of Lafayette
3675 Mt. Diablo Blvd., #210
Lafayette, CA 94523

Dear Mayor Tatzin and Members of the Council,

On behalf of the Contra Costa Certified Farmer's Market Advisory Board and farmers, we would like to thank the members of the Lafayette community involved with the Environmental Task Force Local Foods Group, Sustainable Lafayette and the Chamber of Commerce for their support and trust in working with the CCCFM to make a Lafayette Farmers' Market possible this 2009 season. We have met several times to listen and develop a strategic plan to meet the goals, needs and concerns of the local community and businesses.

The purpose of this letter is to request permission to pursue the idea and interest of bringing an evening farmers' market pilot program, on a trial basis, to Lafayette Park for five (5) weeks.
The 2009 season would begin at the end of the summer on 2 Fridays in August. The first two days being on Friday, August 21st and 28th to partner with the final dates of "Rock the Park" and move to Thursday eve. for the following three (3) weeks in September and close for the season on September 17th. The Chamber of Commerce has graciously offered to help promote the market, prior to the evening event.

Our plan and goal is to reopen the Lafayette Farmers' Market in the spring in May 2010 and open for the full season on Thursday and continue to work with the community in bringing the best plan to partner the events in the years ahead.

We truly feel that this weekly event will enrich the quality of life in the Lafayette community in many ways, and we thank the members of the community and the council for their consideration in allowing it to happen at this small, beautiful location in downtown Lafayette.

We also want to explain why a local not for profit organization like CCCFM is the best choice to operate the market.

Contra Costa Certified Farmers' Markets, Inc.
FEIN 680063140

CCCFM, INC.
P.O. BOX 23727, PLEASANT HILL, CA 94523 - 0727
PH 925.431.8361 FAX 925.228.5080
WWW.CCCFM.ORG

**Highlights** from a very successful 27 years of serving local Contra Costa Communities:

- The number of farmer participants in our organization has grown in 2009.
- CCCFM currently operates 4 markets in the county, this allows for more focus to be placed in participating in specific community activities and events
- In 2008, CCCFM successfully relocated our downtown Walnut Creek Farmers' Market and in 2009 our Pleasant Hill Farmers' Market's growth was tooled for the city and community members' desires.
- CCCFM developed attractive new marketing and promotional materials that mention all the cities that host our markets, including banners, a brochure, a e-newsletter, postcards, and video.
- The CCCFM organization participates in local events such as Sustainable Lafayette and the Art & Wine Festival.
- Two school gardens and a school cafeteria salad bar were started in Pleasant Hill in 2005, with financial support from CCCFM.
- CCCFM formed a 501c3 non-profit organization called N.E.A.R. in 2005 in order to raise funds to help us expand our educational outreach efforts
- In 2009, CCCFM began the process of hiring talented, dynamic, employees that are spear heading new ideas to expand our mission to " Buy Local and Harvest Young" by teaching young people about making health choices.

We are committed to serving the community, and we look forward to working with you and your staff members as we begin the process of organizing a new market for the City of Lafayette.

We fully recognize the short time frame to get this farmers' market launched and time is of the essence. We are requesting to be place on the agenda for the next City Council meeting on June 22, 2009. We look forward to hearing from you.

Respectfully,

Jessie Neu
Executive Director
Contra Costa Certified Farmers' Markets Inc.

June 4, 2009

CIty Council Members
Lafayette City Offices
3675 Mt. Diablo Blvd., #210
Lafayette 94549

Dear City Council Members,

We are Lafayette community members interested in local foods issues. We have recently been engaged in discussions with the City's Environmental Task Force Local Foods Group, board members of Sustainable Lafayette and The Contra Costa Certified Farmers' Market, and strongly support the establishment of a Lafayette Farmer's Market focused on selling local products and engaging local businesses. We believe this effort, while responding to a growing interest/need/demand in our community for a place/site for families to gather, would also promote healthy life style choices, and potentially play a part in our "Buy Lafayette" program.

We are impressed with the Contra Costa Certified Farmers' Market commitment to working with our local businesses and responsiveness to Lafayette specific parameters.

We hope you will permit the Contra Costa Certified Farmers' Market for a five (5) week 2009 pilot program which builds on the Lafayette Chamber of Commerce's ongoing community building campaign.

Sincerely yours,

Carol Murata 3365 McGraw Ln, Laf 925 2991058
Barbara Hallenbeck 3225 Lucas Circle, Lafayette (925) 283-1885
Janet Thomas 3206 Palomares Avenue Lafayette CA (925) 946-0563
Susan Sonnenfeldt P.O. Box 1153 Lafayette, CA (925) 283-8875
3614 Brook St.
Leslie Westphal 3310 Springhill Rd. Lafayette Ca. 94549
Linda Reed 3350 Hermosa Way Lafayette 945 1785
Heidi Rahkonen Plumb 1144 Nogales St Lafayette, CA 94549 925-935-2108

cc: Steve Falk, City Manager

Ann Merideth, Development DIrector

Dear Ms. Husch: Thank you for your e-mail. On June 22nd the city council will consider a request from Contra Costa Certified Farmer's Market Advisory Board to use Plaza Park for a farmer's market pilot program to take place on Friday, August 21 and 28 and Thursday, September 3, 10 and 17. Your letter will be included in the council packet and this e-mail cc'd to Janet Thomas.

Joanne Robbins, CMC
City Clerk
City of Lafayette
3675 Mt. Diablo Blvd. #210
Lafayette, CA 94549
925-299-3210

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**From:** Karin Husch [mailto:karinhusch@sbcglobal.net]
**Sent:** Saturday, June 13, 2009 2:17 PM
**To:** Robbins, Joanne
**Subject:** Fwd: farmers market idea

My attempt to email Janet Thomas bounced back. I hope you good people can forward this email to the appropriate folks. Thanks for listening... - KH.

Begin forwarded message:

**From:** Karin Husch <karinhusch@sbcglobal.net>
**Date:** June 13, 2009 1:49:36 PM PDT
**To:** jthomas@silcon.com
**Subject: farmers market idea**

Ms. Thomas,

Regarding the possibility of having a Lafayette Farmers Market...

Our family has long wished for a Thursday evening farmers market, such as the one held year-round in San Luis Obispo. Since there are many Cal Poly SLO grads in the area, I think our town would embrace this idea pretty quickly. It could be held on Golden Gate Way from 6 - 9 PM, and include dinner items such as Bo's BBQ, and entertainment. Families, working professionals, college students, and teenagers would all enjoy an evening out at Farmers Market. Having the farmers market on a Thursday evening would also differentiate it from other local farmers markets and attract visitors from outside of Lafayette (Orinda, Moraga, Walnut Creek, Pleasant Hill). Local Businesses and Restaurants could sell their products as in a mini street-fair -- it's more than a farmers market. It's an evening out; it's a destination.

Thank you for considering this idea at your upcoming meeting.

Karin Husch

June 13, 2009

Lafayette City Council
3675 Mt. Diablo Blvd. Suite 210
Lafayette, CA 94549

Dear Council,

The Lafayette Chamber of Commerce was copied on a letter sent to the City Council by CCCFM, Inc. The Contra Costa Certified Farmer's Market is working closely with the city's Environmental Task Force Local Foods Group and members of Sustainable Lafayette to explore the possibility of bringing an evening Farmers' Market to Lafayette. The chamber has made available our conference room for the organizers to hold a few meetings with chamber members and members of the public.

Our Board of Directors has discussed the potential upside and the negative impact a Farmer's Market could have on local businesses. **The Chamber has not taken a position on this concept and does not at this time support the movement, as indicated in the letter from CCFM.** We do want to help move the discussion along. We have helped advertise an informal meeting that will take place in the city office meeting room on Tuesday, June 23 to let local business owners discuss the plan.

If the City Council agrees to grant permission to CCCFM to hold five Farmer's Market events in August/September 2009, the chamber has suggested they piggy-back on our August "Rock the Plaza" on August 21 – 28. We already have Plaza Way closed for the concerts and this gives the market an already made "built in" audience. The concert would be in the park and the market would be along Plaza way and part of Golden Gate Way.

Please let the chamber know what you need from us. We are here to help!

Sincerely,

Jay Lifson
CEO

## Robbins, Joanne

**From:** Jay Lifson [jay@lafayettechamber.org]
**Sent:** Tuesday, June 16, 2009 4:49 PM
**To:** 'Jay Lifson'; Robbins, Joanne; Robbins, Joanne; Falk, Steven
**Cc:** edstokes@pacbell.net; 'Connie Collier'; 'Steve Richard'; 'thomas'
**Subject:** RE: Lafayette Farmer's Market

Dear council,
It dawned on me that you will be discussing the proposal for a Farmer's Market on Monday night, which will occur before the business community gets a chance to voice their opinion at the scheduled meeting at the city offices on Tuesday, June 23, 2009. If the council does discuss this item on Monday, the Chamber of Commerce asks that you do not make any decisions until the business community has time to weigh in.

Thank you for your consideration!

Sincerely,

Jay Lifson
CEO
Lafayette Chamber of Commerce
jay@lafayettechamber.org
(925) 284-7404

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**From:** Jay Lifson [mailto:jay@lafayettechamber.org]
**Sent:** Tuesday, June 16, 2009 11:45 AM
**To:** 'Robbins, Joanne'; 'cityhall@lovelafayette.org'; 'SFalk@ci.lafayette.ca.us'
**Cc:** 'edstokes@pacbell.net'; 'Connie Collier'; 'Steve Richard'; 'thomas'
**Subject:** Lafayette Farmer's Market

Dear City Council, I have attached a letter from the chamber that clarifies some statements made about the proposed Farmer's Market in Lafayette. The CCCFM jumped to some conclusions about the chamber's support. I heard that this discussion might find itself on next week's agenda.

Thank you taking a look at our response. jay

Jay Lifson
CEO
Lafayette Chamber of Commerce
jay@lafayettechamber.org
(925) 284-7404

## Robbins, Joanne

**From:** carol murota [cmurota@yahoo.com]
**Sent:** Wednesday, June 17, 2009 9:33 AM
**To:** Robbins, Joanne
**Subject:** Re: Support for proposed farmers market

Dear Ms. Robbins,

Thank you for including it in the packet. I realize I did not specify in my signature, my address confirming my status as a Lafayette resident. I have been lured into casualness by the world of yahoo email. I hope that assumption will be made.

Thanks for your help.

Carol Murota
3365 McGraw Lane
Lafayette, CA

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**From:** "Robbins, Joanne" <JRobbins@ci.lafayette.ca.us>
**To:** carol murota <cmurota@yahoo.com>
**Sent:** Wednesday, June 17, 2009 9:23:34 AM
**Subject:** RE: Support for proposed farmers market

Dear Ms. Murota: Thank you for your e-mail. Your letter will be included in the June 22nd council packet.

Joanne Robbins, CMC
City Clerk
City of Lafayette
3675 Mt. Diablo Blvd. #210
Lafayette, CA 94549
925-299-3210

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**From:** carol murota [mailto:cmurota@yahoo.com]
**Sent:** Wednesday, June 17, 2009 9:07 AM
**To:** Robbins, Joanne
**Subject:** Support for proposed farmers market

Dear Lafayette City Council members:

I am writing in support of the proposed 2009 pilot Lafayette Farmers' Market program. My interest does not stop at the inherent value of locally produced foods. I am excited by the potential sense of community produced by a farmers' market. Lafayette is unique. The congeniality of an outdoors, summer evening market will bring neighbors and friends together, downtown.

That said, every change benefits from time and evaluation. This 2009 pilot plan provides an opportunity to assess municipal, business, and resident interests. Moreover, there is a commitment to work productively with City officials and Lafayette businesses from this group. A limited farmers' market in Lafayette would be a tremendous addition. I hope you will support this proposal.

Sincerely,
Carol Murota